

Sandy Heath, President
Sandra Heath & Associates, Inc.
6929 West 130th Street, Suite 307
Cleveland, OH 44130
(440) 845-5500
(440) 845-5599 (fax)

MAKING A DIFFERENCE

After being employed in the temporary employment industry over 10 years, working her way up from the bottom to managing a national agency's local office, Sandra (Sandy) Heath was confident she could be successful at self employment. So, in 1995, Sandy cashed in her IRAs, sold her jewelry, borrowed some money from a best friend, and, together with a \$40,000.00 U. S. Small Business Administration (SBA) guaranteed working capital loan provided by American National Bank, started her own employment agency.

Sandra Heath & Associates, Inc. is an Employment Resource Center specializing in providing qualified office support personnel (executive and administrative assistants, receptionists, clerical and data entry, staff accounting clerks, etc.) on a contingency, permanent and temporary basis. The company serves 2 types of clients - companies relying on Heath & Associates to assist them in locating and pre-screening qualified candidates, and employment candidates who are searching gainful and meaningful employment opportunities. The business currently employs 2 full time, 2 part time and 40+ temporary employees assigned to "contingency staffing" or temporary projects in the field.

Sandy knew that by combining her business acumen with her high ideals, she could make a positive difference in peoples' lives while still earning a good living for herself. Her mission is to guide candidates through the employment process and offer hands-on assistance and support to help them find gainful and satisfying employment. Her company's greatest strength is the way it seeks to conduct business - with integrity and consistency. She and her staff never lose sight of their greatest asset, their candidates for employment. A testament of the success of Sandy's business philosophy is a client referral rate of 75% and employee referral rate of 58%.

The road to success, however, has not been easy. Sandy has faced many obstacles—two unsuccessful business partnerships, economic downturns and financial challenges—and has overcome them with the help of her loyal friends, business associates and fellow National Association of Women Business Owners (NAWBO) members.

Sandy further attributes her success to the SBA, America's Small Business Resource. She has utilized the gamut of SBA services. "The assistance I received from the SBA in obtaining my first business loan was invaluable," said Sandy. "Also, the continued support and assistance of SBA and SCORE with expansion, marketing information and guidance has given me the confidence to continue to grow my business. It's great to have a support system so readily available." SCORE is an acronym for Service Corps of Retired Executives, an SBA funded business counseling program.

Finally, Sandy obtained assistance from SBA in opening up a new area of opportunity for her company. She attended an information session offered by the local SBA office on marketing a

company's services to the federal government. The session paid off, as the company was recently awarded a federal contract through the General Services Administration (GSA).

With all the demands of entrepreneurship, Sandy's top priority is spending time with her family. She also somehow finds time to give countless hours back to her community through involvement in a myriad of organizations, including NAWBO, Cleveland Employers Equal Opportunity Association, Brook Park Chamber of Commerce, the Berea City School District, and others. Through CGI, the Cuyahoga County Re-employment Training Center, she annually presents to job seekers "The Good, The Bad & The Ugly facts of Working with an Employment Agency," an educational seminar on how to put themselves in the driver's seat when choosing an Agency.

Sandy is truly a one of-a kind entrepreneur and a remarkable success story!